

# 20 Food Facts to Know in 2023

## Who is most curious about vegan foods?



**52%**

of Americans are vegan-curious



Nearly 3 in 5 men are vegan-curious

**58%**

of Gen Z and millennials are vegan-curious



## What motivates Americans to eat plant-based foods?



**55%**

of Americans said "It's better for my health"



**34%**

of Americans said "I want to protect the environment"



**28%**

of Americans said "I prefer the taste of plant-based ingredients"



**19%**

of Americans said "It aligns with my moral or religious values"

**56%**

of Americans want shortcuts to plant-based meals



Inflation has put a strain on Americans' wallets. Still, some Americans say they are willing to spend more on food if...



**59%**

it's healthy



**44%**

it tastes like homemade



**33%**

it takes less than 10 minutes to prepare

## Family Mealtime: The Struggle is Real



of parents struggle to find convenient meals they feel good about feeding their family



About 7 in 10 (69%) of parents want shortcuts to plant-based meals



**61%**

of parents look for frozen meals that make it easier to prepare a healthy meal the whole family can enjoy



**54%**

of parents look for frozen meals large enough to feed the whole family



**71%**

of parents are willing to spend more on food if it's healthy



**73%**

of parents often eat more canned, frozen or ready-made meals during the back-to-school season

## Food Inclusivity Matters

**32 Million**

Americans have food allergies

Source: Food Allergy Research and Education



**72%**

of parents in households with dietary restrictions say finding prepared foods that meet their family's needs is very or extremely challenging



**45%**

of parents say they or someone in their household has dietary restrictions

"Parents" refers to adults with children ages 17 and younger living in the home.



To learn more, visit [www.amys.com/community/our-blog/20-food-facts-to-know-in-2023](http://www.amys.com/community/our-blog/20-food-facts-to-know-in-2023).

Survey results are based on data collected February 16-18, 2023 among 2,007 adults in the U.S.